# Publishing Team Q1 2023 Planning

## Long Term Strategy

Drive engagement, re-engagement, and new user adoption for Rec Room players and creators by producing marquis content; events, games, experiences, partnerships, and retail items. Fulfill the goal of making Rec Room a real place in the world.

## Short Term Strategy

Find ways to expand Rec Room's presence in the world (and vise versa) through events and strategic partnerships with thoughtful go-to-market strategies, particularly by helping raise room quality by creating content that inspires creators through activations.

## Q1 Goals

1. **GTM Activations**
    a. **Brand activation - NFL**
        - Partnership test before committing to a longer-term deal
        - Measure against NBA / MotU
    b. **Year-long Republic Records planning and initial execution**
        - Complete 12 shows by end of year
    c. **Rec Rocks**
        - Generate $100K in incremental revenue
    d. **Ongoing support for Studio**
        - Continue marketing support and finish building a release GTM
        - Help open the access funnel more and manage some creator plans
            i. Ink Overflow project(s)
            ii. Icon Ink project(s)
    e. **Avatars 2.0**
        - Full body avatar GTM
    f. **Mobile Home GTM**
        - Strong feature placement on Apple / Google
        - Education campaigns
    g. **RR+ Emoji in usernames**
    h. **Affinity Holidays / Events**
        - Marketing support
2. **Brand Activations & Measurement**
    a. **Secure non-sports partnership**
        - Sanrio
        - Disney
        - Shoes Brands
            i. Nike
            ii. Converse
            iii. Timberland
3. **Roleplay room analysis**
    a. **Christopher Ory** to build plan to share broadly before Q1
4. **Rec Center Renovation Analysis**
    a. Create a plan for modernizing RC (owned by Christopher Ory and team)
5. **Trivia event room build-out**
    a. External build team and process creation
6. **Wellness Center (Ink Springs) design**
    a. Room Quality Bar Setter (non-game)
7. **VIP Creator Program**
    a. Work with the http://rec.net team to schedule and guide the development of the creator x brand marketplace that lives on http://rec.net
8. **Create Physical Merchandise Roadmap for FY23/24**
    a. Test product (plushies/apparel) to launch in Q2
9. **Product Marketing**
    a. GTM Activation support
    b. Q2 planning completed 4 weeks in advance of Q2
    c. Ongoing 2023 planning iteration

    d. Process improvements as determined by Schmid
        - Scheduled notifications
10. **Hire and Ramp up TPM to engage on cross-growth events**
    a. By end of 2023 fully integrated in Product Marketing and growth team process
11. **Lay Foundation for Gift Card Expansion to second geography, likely EMEA**
12. **Social Media**
    a. Optimize Netbase/Zapier/Discord/CRM for media management and listening
    b. Spin-up bi-Monthly Social Media Metric Performance review meeting series in January
    c. Finish comprehensive social media team and strategy and presentation
    d. Refine process in cross-team media support (e.g. YouTube content) to experiment with strategy and optimize performance on partnered content
    e. Re-prioritize evergreen social media efforts and community-related content without coming at the expense of product marketing needs

## X-Team Support

Art Team

- [Art] RecRocks Logo + item support for performing artists
- [Art] Republic Records (1 merch item per artist per month)
- [Art] Q1 Build Contest Rewards (torso + maker pen skin)
- [Art] Invasion II (limited time event 3)
- [Art] Limited time event 4 (mid-April live)
- [Art] Wellness Center Concept support
- [Art] Q2 Build contest rewards (torso + maker pen skin)

Growth

- [Affinity Groups] Cultural Month/holiday support
- [Creative Services/Media] NFL
- [Creative Services/Media] Invasion II
- [Creative Services/Media] Valentines
- [Creative Services/Media] Rec Rocks
- [Creative Services/Media] Fourth Fridays (Republic Records)
- [Creative Services/Media] Mobile home

Econ

- [Econ] Create Physical Merchandise Roadmap
- [Econ] NFL
- [Econ] Invasion II
- [Econ] Valentines
- [Econ] Rec Rocks
- [Econ] Fourth Fridays (Republic Records)

Experience

- [RRS] Rec Room Studio ongoing GTM support

UGC

- [Creative] Refine process in cross-team media support

Social

- [Trust & Safety] Refine process in cross-team media support

Server

- [Server] Scheduling for in game app notifications/announcements on admin site